DFL Strengthens Player Support and Prevention

Source: DFL

Date: 24 October 2025

Translated from original news: DFL stärkt Spielerbetreuung und Prävention | DFL Deutsche Fußball Liga

With the introduction of a "Player Care/Prevention" division, the DFL is expanding its resources in professional football. This represents an important strategic step to strengthen both sporting work and social sustainability in professional football. The goal is to provide holistic support for licensed and youth players. This initiative is being implemented by the DFL in collaboration with the Football and Performance Centers Commissions.

Life in elite sport brings issues that require special attention. These include, for example, match manipulation prevention, anti-doping, child and youth protection, dual career paths, mental health, and the responsible use of social media. Some of these areas are already statutory obligations for clubs to address. The support and guidance of players in their personal development will now be further improved. Niklas Wilk-Marten is the central contact person at the DFL for both licensed and youth players.

Andreas Nagel, Director of Sport & Youth, says: "Many factors that cannot be trained on the pitch influence a player's performance and well-being—both in youth and professional football. With the Player Care and Prevention division, we are strengthening a central component for sustainable sporting success and supporting our athletes on their journey."

For the upcoming season, each club will prepare its own responsibility program in line with these agreed focus areas, ensuring that Veikkausliiga's responsibility program is fully implemented, monitored, and measurable at club level.

The work on Veikkausliiga's responsibility program has been led by board member Hanna Hovi, who emphasizes that many clubs have already carried out systematic and impactful responsibility work for years.

"Now we wanted to define a common direction and key focus areas for Veikkausliiga's responsibility work, better showcase the clubs' successful initiatives, and ensure that responsibility is implemented and developed across all Veikkausliiga clubs in a consistent manner," Hovi explains.

"Clubs naturally embed a lot of responsibility in their activities, because football touches and moves many people as Finland's most popular sport. All of this is now brought together, and responsibility can be implemented even more systematically through Veikkausliiga's shared responsibility program."

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